Innovation, Trade and Rural Development
Labrador and Aboriginal Affairs
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Port Hope Simpson Pottery Studio Targets New Markets

The Provincial Government has helped reopen the Moulder of Dreams studio at Port Hope Simpson with $80,710 from its Regional/Sectoral Diversification Fund (RSDF).

"This funding will help implement a three-year plan for the Moulder of Dreams project that will see the addition of new product lines targeted at national and international markets," said the Honourable Trevor Taylor, Minister of Innovation, Trade and Rural Development. "This project will create employment opportunities, supply the growing tourist market, and help stimulate the local economy."

The Moulder of Dreams studio provides employment to sufferers of myotonic dystrophy, a form of muscular dystrophy that afflicts approximately 10 per cent of people in Port Hope Simpson. Pottery making is a viable occupation because the clay can be easily handled and shaped.

"The owners of Moulder of Dreams are the people of Port Hope Simpson," said Betty Sampson, chair of Moulder of Dreams Incorporated. "Their products are exquisite but functional pottery pieces that are offered in fine craft stores and represent a triumph over adversity."

Moulder of Dreams was formed in 2001 as a non-profit, social and economic venture by the town of Port Hope Simpson and operates from the town's community centre. However, the endeavour lacked entrepreneurial expertise and closed in 2005. Moulder of Dreams studio has now re-opened and is now receiving training in human resources, marketing and accounting from ACE Memorial of Memorial University.

ACE is a national, not-for-profit organization that helps young Canadians create brighter futures for their communities. There are 51 ACE teams across Canada. The teams work in partnership with business and educational institutions to practice and teach others the principles of entrepreneurship and market economics.

"This is an innovative solution to assist in the re-emergence of an important venture," said the Honourable John Hickey, Minister of Labrador Affairs. "It is my experience that when people are engaged in productive employment they feel a strong sense of accomplishment, personal fulfillment and self-worth. Workers at the Moulder of Dreams studio will provide national and international markets with unique and top-quality merchandise that they can take great pride in."

The Moulder of Dreams studio has developed a new product line that represents the culture of Labrador. The product line includes inukshuks, dinnerware sets, mugs, cream and sugar sets, and themed pottery pins.

Moulder of Dreams has determined that tourists prefer to purchase gifts that are authentic and represent the culture and history of a people. It has signed agreements that will see its products carried in craft stores across Canada and around the world.

RSDF is a $5 million fund of the Department of Innovation, Trade and Rural Development and a component of the province's Comprehensive Regional Diversification Strategy. The fund provides non-repayable contributions to economic development agencies for initiatives that address regional and sectoral development and diversification.

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